



## **Big Boss Baking Company expands in southern High Point**

HIGH POINT, NC – **Big Boss Baking Company** has impressively expanded its square footage to accommodate its increasing growth in sales.

The company – owned by wife-and-husband team Lavinia and Rodney Hensley – specializes in making granola. Their granola is sold at a host of local/regional grocery stores and at other retail locations, including the Piedmont Triad Farmers Market ([www.bigbossbaking.com/t-wherebuy.aspx](http://www.bigbossbaking.com/t-wherebuy.aspx)). Big Boss also makes products for clients' private labels.

The company purchased 629 McWay Dr., a 10,000-square foot commercial kitchen facility. The Hensleys upfitted and modernized the space and recently moved all the company's operations there. Previously, the company operated out of an 800-square foot commercial kitchen space in the Hensleys' home garage.

The company, which now has eight employees, was formed in 2010. Lavinia Hensley says, "We went from being home builders to bakers, when the downturn in the housing market made earning a living as general contractors very difficult. We took my hobby of baking and turned it into a business."

Initially, the company focused on making muffins and cookies, but demand for the company's granola grew ever more popular and is now the company's focus.

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### **ABOUT THE COMPANY**

At Big Boss Baking ([www.bigbossbaking.com](http://www.bigbossbaking.com)), our recipes are simple. We start with pure and natural ingredients...no artificial preservative, colors or flavors here. You can feel good about giving yourself and your family a wholesome, crunchy granola to enjoy. We hand measure and hand mix each batch the old-fashioned way – with our love for the craft of baking granola evident in every bite.

- Naturally sweetened with honey
- 100% whole grain oats
- Dairy free
- Wheat free
- No preservatives
- No trans fat